Ben Scammels BA (hons)

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A senior product designer with over 18 yrs experience. I apply user centred research and design methods to work collaboratively on projects end-to-end.

I enjoy designing for complex needs and helping businesses strategise their solutions. I'm passionate about making relevant and exciting products that work for people.

Experience in: SaaS, public sector, energy, E-commerce, education, travel and fintech. Client list: EDF Blue Lab, DIT & HMRC (Gov.uk), ASOS, RSA, Boots, Fidelity & Brandwatch.

DESIGN & RESEARCH APPROACHES

Discovery

User and business interviews and research, workshop facilitation, competitor analysis, presentation of discovery findings to C-suite, stakeholders and product teams.

Ideation & validation

Design workshops, information architecture and taxonomies, user and system flows, high and low fidelity prototyping, usability testing and reporting.

Delivery

UI/interaction design and prototyping (Figma, Sketch, HTML/CSS), interaction specification, handover to dev teams, test/iteration cycles. Supporting scrum teams through Agile sprints.

Betas, launch & experimentation

Monitoring via analytics (Heap, Fullstory), surveys, usability testing. Rapid experimentation to optimize products. Reporting and iteration.

Additional skills & experience

- Implementing research and design processes within organisations
- Remote working methods
- Mentoring team members
- In-house and agency experience
- Web technology: HTML/CSS/JS
- Design talks: http://tinyurl.com/UXBtalk

"Ben's skillset is unique: he functions equally well as a senior researcher as he does a senior product designer and that means he can shepherd a project from the early discovery and problem definition phases all the way through to delivery and evaluation."

Paul Siegel
Product Director @ Brandwatch

CAREER HISTORY

Sr. product designer & researcher Brandwatch *(B2B tech SaaS, August 2020 to present)*

- Enterprise SaaS product analysing billions of pieces of content and traditional media
- Leading critical roadmap projects to ensure they satisfy the business and its users
- Designing appealing and user-friendly products on top of highly technical foundations
- Applying lean design processes to our AI, ML and LLM projects
- Cross functional collaboration (data science, engineering, customer and product teams)

Contract product designer & researcher Ben Scammels Design Ltd. *(June 2016 - August 2020)*

Into Global UX designer & researcher *(Education, March 2018 - May 2020)*

- A 2 year period consulting for this global education provider to design its key products
- Undertaking research to help the business plan their product roadmap
- Delivering for their B2B product which is responsible for 80% of their revenue
- Designing a B2C international student application form (+30% & +50% conversion)

Fidelity International UX designer *(Fintech, August 2017 - March 2018)*

HMRC Interaction designer *(Gov.uk, March 2017 - July 2017)*

EDF Blue Lab Sr. product designer *(Energy, August 2016 - March 2017)*

- Start-up style teams working on innovation projects to be absorbed into the business
- Mobile product for electric vehicle owners to rent charge-points

Department for International Trade User researcher *(Gov.uk, June - August 2016)*

Sr. product designer
Lowcost Travel Group *(Travel, 2014 - 2015)*

UX designer & project lead
The Unit *(Agency, 2014 - 2015)*

Digital designer
Makemedia *(Agency, 2012 - 2014)*

Full career history: www.linkedin.com/in/ben-scammels

Digital designer & front-end developer
Secretsales *(E-commerce, 2010 - 2012)*

Sr. digital designer
eBay Enterprise Marketing Solutions
(E-commerce/Agency, 2007 - 2010)

Digital & graphic designer
ASOS.com *(Fashion/E-commerce, 2005 - 2007)*

QUALIFICATIONS

- BA (hons) Graphic Design (2.1) University of Arts London, 1997 - 2000
- Business & Technology Foundation Art & Design Reigate School of Art & Design, 1997
- 3 A-Levels & 9 GCSEs 1992 - 1996